

Inspiration Agenda funding: Careers England research on the impact of cuts

Introduction

This research has been conducted with 'enhanced' members of Careers England; who are prime contractors of the National Careers Service. The research was collated in January 2018. The data has been collated in response to the potential discontinuation of National Careers Service Inspiration Agenda funding. It is not clear whether this funding will go to The Careers & Enterprise Company and who will manage this operationally.

Headline data

- Members receive £2.5m of Inspiration Agenda funding
- Activities are wide ranging and include awareness raising of careers education in schools and colleges, facilitating links with employers, delivery of events such as careers fairs, delivery in custody, sharing resources and best practice, resource packs for schools on employability and digital skills, identifying skills gaps and promoting LMI, managing the relationship between schools, employers and providers, etc.
- All staff funded through the Inspiration Agenda work closely with CEC Enterprise Advisers and in some case they are the same people. In others, provision is planned appropriately and complements other local activity
- 27 employees are funded directly through the Inspiration Agenda
- The majority of members believe TUPE should apply should funds be transferred
- Most are unsure whether they would want TUPE enacted; with comments such as: *"Not sure who we would TUPE people to - it would seem to me that the activity is simply stopping. Our staff would drop part of the inspiration work and work on only on Enterprise Co-ordinator activities."*

Raw data

Q1: Name of organisation

Aspire iGen
CSW Group Limited
Inspira
Futures Advice, skills and employment
CXX
Adviza Partnership
Education Development Trust

Q2: Which NCS Prime Contractor areas do you deliver the Inspiration Agenda in?

Cumbria & Lancashire

North East

North West

Central East

South Central

South East

Thames Valley

East Midlands

Q3: Please detail the total amount of Inspiration Agenda funding spent in your areas of delivery, to the nearest £1000

£500000

£416000

£355000

£872000

£343000

Total: £2,486,000

Q4: Please list the activities you deliver to meet the Inspiration Agenda

- In Cumbria and North Lancashire Inspira has worked with LEP and Growth Company (Prime) to use the same individuals to deliver both CEC work and Inspiration agenda - Inspiration work has involved hosting events, organising careers fairs, etc.
- We work with the ESFA to embed the Inspiration strategy, ensuring schools and colleges are aware of Careers Inspiration activities available through the National Careers Service

- We work with LEPs and LAs on adding value to existing programmes including working with the Careers and Enterprise Company (CEC) to identify cold spot areas and assist with creating links between schools, colleges and employers.
- We facilitate effective communication between employers, partners, schools and colleges helping to share best practice and make use of available resources
- We attend national and local meetings and conferences, ensuring our knowledge and expertise is always up to date and that we share resources and best practice
- We deliver a range of products and services that support schools and colleges to inspire young people to make informed career decisions and prepare them for the world of work
- 357 schools / colleges across the East Midlands and 508 schools / colleges in the Central East have access to our range of resources such as lesson plans, employer guide, information and support
- We work in collaboration with CEC Coordinators, to identify 20 schools / colleges in cold spot areas that receive our targeted support with embedding Careers Inspiration resources and to fill gaps in provision identified by an employability audit
- We support employers, schools and colleges in overcoming barriers and to work effectively in partnership; thus ensuring students have greater engagement with the local economy, requirements of employers and real work experiences
- 357 schools / colleges across the East Midlands and 508 schools / colleges in the Central East have access to a termly local forum where they receive support in accessing resources from Careers Inspiration, providers and employers
- 60 schools / colleges in each area receive our employer-led employability skills activity day resource pack
- 60 schools / colleges in each area receive post-employability activity reflection resource pack with support to help young people make links between their own skills and the world of work
- 60 schools / colleges receive the 'Digital Skills for Tomorrow's World' resource pack
- 9 schools / colleges in each area receive a fully delivered employer led STEM skills employability day
- 20 schools / colleges in each area are linked with an employer to embed employability across curriculum areas; working with the CEC Coordinator this utilises new or existing employer relationships to contextualise learning for young people and motivate achievement across several subject areas, relating it to relevant careers
- 20 teachers in each area are offered a CPD placement with an employer, adding up to three days over the year
- We ensure a coordinated approach to working with strategic partners so the service adds value to and is aligned with all activities aimed at inspiring people in the community to access and sustain meaningful employment
- Director and Careers Inspiration Manager engages with strategic partners like LEPs and LAs on an ongoing basis to ensure services are aligned
- Events are identified through discussions with strategic partners to ensure they meet local need
- We ensure all activity is underpinned by current, dynamic and accessible LMI, collated, managed and disseminated through all delivery mechanisms
- We have developed processes in place, that collate and disseminate local LMI to schools, colleges, delivery partners and other stakeholders

- We have a system for feeding back local LMI via partners to the central team for dissemination to schools / colleges working well
 - We have in place a marketing and communications plan to ensure people are aware of the scope of Careers Inspiration
 - We produce newsletters which are emailed to schools, colleges and partners on a termly basis
 - Schools, colleges and employers are aware of the universal and digital offer and are supported in accessing it effectively
 - We evaluate the impact of the investment in the Careers Inspiration programme
 - We meet regularly with LEPs and review progress against targeted work agreed
 - We gather feedback on our service through case studies and evaluations
 - We continue to support ICEGs careers inspiration research
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- Custody (211k) - buy in provision to work with prisons, employers, local agencies and individuals to offer a framework of support tailored to each prison
 - Organise and attend and deliver Employment fairs inside prisons
 - Organise and co-ordinate work related development for individuals (i.e. health and safety training, CSCS, self-employment training)
 - Organise and co-ordinate motivational sessions
 - Post-employment fair support tailored to support individuals into employment post release
 - Provision of management support and IAG preparation inside each prison establishments Community (205k)
 - We use the majority of our funding to fund local strategic partners to deliver inspiration activity on behalf of the National Careers Service
 - The work is co-ordinated by CXKs Inspiration Manager.
 - Tailored events for young people to access opportunities for education, employment, training and labour market information
 - Employer engagement - i.e. Business breakfasts, STEM activities - partnership activity - working with LEPs and key stakeholders, including young people's events
 - Inspiration activities funded (i.e. apprenticeship engagement, focus weeks etc.)
 - LMI data collation and distribution
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- Local schools across the Buckinghamshire, Berkshire, Oxford, Wiltshire & Gloucester areas
 - The Inspiration funding key outcomes and activities
 - Bring school staff and government policy together
 - Up to date information on careers, employment and guidance provided through annual conferences
 - CPD for school staff, CEC staff and strong partnership work with LEPs and Government Policy
 - Careers England, NAS, CECs, research develop links between local schools and employers
 - Identify skills gaps and promote opportunities to fill gaps
 - Undertake a range of inspirational activities to enhance careers education programmes in partnership with schools (and the CECs where relevant).

- Raise students' aspirations leading to positive outcomes. Activities include: Inspiration Co-ordinators linked to specific geographical areas across the Thames Valley, Gloucestershire, Swindon and Wiltshire
- Supporting schools and employers to join together to identify skills gaps in the area and match these to schools ensuring school staff and pupils are fully aware of the local labour market demands and how to meet them.
- Funded by ESFA
- Link employers to schools through effective employer engagement activities
- Increase the number of STEM Champions across all five Thames Valley regions.
- Identify skills gaps and actively promote training opportunities including apprenticeships
- Work in partnership with the local LEPs/CEC to support schools with their careers & enterprise strategy
- Have a portfolio of resources to facilitate events and activities in schools
- Deliver workshops to enhance careers education programmes including: STEM Careers, Financial Planning, Degree Apprenticeships, Changing Jobs of the Future and Writing a CV/Interview
- Broker, facilitate and participate in network events
- Pilot Code 12, a business challenge activity including work experience, in two schools; including evaluation of both the quantitative and qualitative aspects of the project.

Q6: How many NCS staff members do you deploy on Inspiration Agenda activities?

2

4

4

5

7

4

Total: 27

Q7: Please describe how these staff work with CEC Enterprise Co-ordinators

See above - they are the same people - it works really well, little duplication, schools and business just see a great service and are not bothered about who funds which element

All staff working on Careers Inspiration work in partnership with Enterprise Coordinators (ECs) in their relevant areas to ensure our delivery aligns with that of the CEC and LEPs, and to ensure we are not duplicating work. • ECs are invited to events we deliver for schools and colleges, e.g. our termly School Network Meetings, Teacher CPD events, etc. • When working with specific schools, we ensure that the relevant EC is informed and where

possible we ensure that our delivery fits in with the school's action plan. • We make referrals to ECs where we have employers that are willing to become Enterprise Advisers or schools that would like to adopt the CEC model • We seek advice from ECs to determine which of their schools would benefit most from our support, e.g. those in cold spot areas The above has been written into our implementation plans to ensure strong collaboration.

For community delivery of Inspiration we liaise with CEC staff to ensure that provision is planned appropriately and complements other local activity

Direct partnership work with each of the 5 LEPs in the area. Inspiration staff aware of CEC advisers and who and what their roles are in the schools in the geography we are prioritizing. Work to the same skills strategy for each LEP area to meet local labour market information and demand and supply of local jobs, training and apprenticeships. CPD for CEC staff via funding and partnership working between Adviza and CEC staff.

Different in each area

Q8: Do you believe TUPE applies in this transfer of funding / responsibility?

Yes 3 (60%)

No 1 (20%)

Don't know 1 (20%)

Q9: Would you expect / want TUPE to be enacted?

Yes 2 (40%)

No 0 (0%)

Don't know 3 (60%)

Q10: Please provide any additional comments here

Not sure who we would TUPE people to - it would seem to me that the activity is simply stopping. Our staff would drop part of the inspiration work and work on only on Enterprise Co-ordinator activities.

In delivery of the Careers Inspiration agenda, we were very clear of how we could successfully work alongside the CEC model. We supported schools with delivery of employability activities and brokered relationships with employers that supported this delivery. In practice, this very well complemented the CEC's Enterprise Adviser Network, which has a strategic objective. We employ a number of experienced, professional Project Coordinators who are passionate about the Inspiration Agenda and ensuring young people get the best possible chance to establish rewarding careers that fulfil their potential. We offer a trusted impartial service to employers that develops their ability to engage with schools and colleges in an impactful way. Our overall commitment to social mobility is embedded within our delivery, which is aimed at ensuring that all young people have an equal

opportunity to achieve their career potential, regardless of their social circumstances. We would very much value the opportunity to continue this good work across both regions as well as to establish stronger collaboration with all CEC initiatives.

Much of the funding is used to buy-in provision from partners to ensure that a rich and diverse inspiration is provided across the region. Direct CXK staffing input for both custody and community inspiration is spread across a number of individuals and makes up part of broader NCS roles. Apart from Inspiration Manager.

The comments above relate to the Core Inspiration activity delivered in the community as opposed to in custody. However the inspiration funding in Custody has enabled very significant developments in Information, advice and guidance for staff and prisoners in custody. The Community inspiration funding has allowed the KPIs in the Community for the NCS service to be 'topped up' where it is needed the most. Knowing what to deliver to young people to meet the labour market needs of the future is essential. In being able to work with adults and young people together it has allowed for this synergy. Employers we have engaged with in the Core NCS delivery has allowed us to work with them further to join them to future applicants and encourage employers to be involved in their future potential staff recruitment. It does take time to develop the networks and activities in the local areas; to dissolve this now would be losing a lot of good work that has now taken place and continues to develop but needs the momentum of funding to inspire, motivate and encourage schools and employers to work together. Where it works best is where advisers are also qualified to understand the complexities of the labour market, all options for all young people and how to interpret these to staff and employers. If further information or evidence / case studies are required please do not hesitate to get in touch. Adviza Partnership - Contact: Maninder Hayre.